

### AMENDMENTS TO THE CLAIMS

**Please amend Claims 1, 12, and 14 as indicated below.**

A complete listing of all claims is presented below with insertions underlined (e.g., insertion), and deletions struckthrough or in double brackets (e.g., ~~deletion~~ or ~~[[deletion]]~~):

1. (Currently Amended) A video system, comprising:
  - an input port configured to receive video data from a head end, the video data including a plurality of premium contents;
  - an output port configured to couple to a video display for displaying video data selected by a viewer;
  - a preference engine coupled to the input port and configured to track viewer selections of the video data and to create a viewer profile representing viewing preferences of the viewer;
  - a personal video recorder configured to locally store premium content from the plurality of premium contents;
  - a local storage device; and
  - a promotion module coupled to the preference engine and the output port, the promotion module responsive to the viewer profile to select at least one preferred promotion content from the plurality of premium contents, to cause the selected at least one preferred promotion content to be stored on the local storage device, and to cause the selected at least one preferred promotion content to be retrieved from the local storage device and displayed to entice the viewer to select for viewing previously~~watch~~ the locally stored premium content associated with the selected at least one preferred promotion content.
2. (Original) The video system of Claim 1, further comprising a set-top box coupled to the input port and configured to receive video data.
3. (Previously Presented) The video system of Claim 1, wherein the plurality of premium contents received from the head end includes a plurality of conditional access video contents.
4. (Previously Presented) The video system of Claim 3, wherein the plurality of conditional access video contents is provided through a pay-per-view service.

5. (Cancelled)

6. (Original) The video system of Claim 1, wherein the promotion module causes display of the selected at least one preferred promotion content as a content selected from a group consisting of a video clip, a trailer, a program title, program actors and their pictures, a program description and program reviews.

7. (Previously Presented) The video system of Claim 3, further comprising a first module configured to scramble at least one of the conditional access video contents received from the head end, wherein the personal video recorder locally stores the at least one scrambled conditional access video content.

8. (Previously Presented) The video system of Claim 7, further comprising a second module configured to de-scramble the at least one locally stored scrambled conditional access video content upon fulfillment of a condition for access.

9. (Previously Presented) The video system of Claim 8, wherein the condition for access is payment of a fee.

10. (Previously Presented) The video system of Claim 1, wherein the promotion module is configured to cause a plurality of sets of data to be stored on the local storage device, each set of data including a viewer profile and at least one preferred promotion content associated with the viewer profile.

11. (Previously Presented) The video system of Claim 10, wherein the promotion module uses the viewer profiles to select a set of data from the plurality of sets of data upon determining which viewer is likely to watch at a given day and time.

12. (Currently Amended) A method of operating a video system that receives video data that includes a plurality of premium contents, the method comprising:

creating a viewer profile representing viewing preferences of a viewer;

identifying premium content from the plurality of premium contents consistent with the viewer profile;

locally storing the identified premium content;

selecting a promotion content associated with the identified, locally stored premium content;

storing the selected promotion content on a local storage device; and

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retrieving the selected promotion content from the local storage device and displaying the selected promotion content to entice the viewer to select for viewing ~~watch~~ the identified, previously locally stored premium content.

13. (Original) The method of Claim 12, wherein displaying the selected promotion content occurs upon determining that the viewer is watching video data displayed on a video display.

14. (Currently Amended) The method of Claim 12, further comprising retrieving and displaying the identified, previously locally stored premium content corresponding to the displayed selected promotion content upon the viewer selecting the displayed selected promotion content.

15. (Previously Presented) The method of Claim 12, further comprising creating a plurality of viewer profiles, each viewer profile representing viewing preferences of a viewer and including at least one preferred promotion content selected in accordance with the viewing preferences of the viewer.

16. (Previously Presented) The method of Claim 15, further comprising selecting a viewer profile from the plurality of viewer profiles upon determining which viewer is likely to be watching at a given day and time using the viewing preferences.

17. (Previously Presented) The method of Claim 12, wherein the plurality of premium contents includes at least one conditional access video content.

18. (Previously Presented) The method of Claim 17, wherein the at least one conditional access video content includes a pay-per-view content.

19. (Cancelled)

20. (Previously Presented) The method of Claim 17, further comprising scrambling the at least one conditional access video content prior to locally storing it.

21. (Previously Presented) The method of Claim 20, further comprising de-scrambling the scrambled locally stored conditional access video content upon fulfillment of a condition for access.

22. (Original) The method of Claim 21, wherein the condition for access is payment of a fee.

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23. (Original) The method of Claim 12, wherein displaying of the selected promotion content includes displaying the selected promotion content as a content selected from a group consisting of a video clip, a trailer, a program title, program actors and their pictures, a program description and program reviews.

24. (Previously Presented) The video system of Claim 1, wherein the personal video recorder comprises the local storage device.

25. (Previously Presented) The video system of Claim 1, wherein the local storage device comprises a hard disk drive within the promotion module.

26. (Previously Presented) The method of Claim 12, wherein the locally stored premium content is stored on a personal video recorder which comprises the local storage device.

27. (Previously Presented) The method of Claim 12, wherein the local storage device comprises a hard disk drive.